

Lead Communication and Dissemination

ABOUT SEEDS

SEEDS is a not-for-profit organisation that helps make communities resilient through comprehensive interventions in the areas of disaster readiness, response and rehabilitation. Since 1994, the organisation has worked extensively on every major disaster in the Indian subcontinent, integrating locally-based approaches to build the long-term resilience of the communities it serves. As SEEDS looks at completing 25 years of outstanding service to humanity, it is re-anchoring its approach to building resilience through innovation.

SEEDS invites application for the position of Lead Communication and Dissemination at SEEDS Head Office in Delhi

Profile of the position: -

The Lead Communication and Dissemination will oversee the implementation of SEEDS communication strategies to promote SEEDS as a brand. He/She will directly report to the Chief Communication Officer.

RESPONSIBILITIES:

Communication

- Oversee external partners and processes related to PR, social media and marketing agencies (weekly meeting, updates and approvals, follow ups, suggestion on message house, reporting, setting up meetings)
- Analyse the performance with target groups and monitor outreach of organisational alignment with defined targets
- To review and monitor on progress of outreach opportunities and take appropriate follow up actions
- Oversee and develop timely and high-quality content for SEEDS' digital platforms, including the website, Facebook, twitter, LinkedIn and Instagram; and monitor outreach
- Contribute to short and long-term organisational communication planning and strategy
- Develop timely and high-quality organisational collaterals including annual reports; brochures; communication guidelines; credit packs; monthly newsletter, mailers, campaigns, films
- Support the fundraising team for planning and execution of the strategies and campaigns
- Plan and develop ideas for activations, exhibitions and other dissemination activities
- Support in ideation and development of products for various stakeholders
- Maintain a rooster and deploy as and when needed external vendor (journalists, photographers, film makers, graphic designers, printers, marketing agencies)
- Develop content and strategies for engagement of SEEDS Ambassadors and volunteers.
- Ensure strict compliance with the visibility guidelines and standards that the organisation follows
- Provide writing and editing support for programme reports and other collaterals as needed

Internal support

- Participate in monthly review meetings with other departments for coordination
- Provide support for emergency response
- Any other duties related to this position that emerge from organisational management planning as and when required

Candidate must have

- A master's degree in communications, journalism, public relations or related fields (or additional experience in lieu of degree)
- Minimum 10 years of professional experience in communications, preferably in the development sector.
- Ability to think and articulate for different audiences
- Excellent communication and writing skills
- Basic design and photography skills
- Ability to coordinate inputs and activities across diverse teams spread across locations; to coordinate with other teams; and to liaise with external stakeholders as needed.

We value

- Relevant experience in delivering on time and on target
- Ability to make considered and effective decisions and take clear action to address issues
- Attention to detail to spot challenges and opportunities
- Ability to collaborate with teams in a multi-cultural, multi-disciplinary environment
- Strong analytical and persuasion/negotiation skills, with the ability to influence, negotiate, motivate, advocate and resolve conflict
- Ability to succeed in often interrupt-driven, ambiguous and highly flexible environments
- Ability to work and deliver independently as well as be part of a team
- Ability to understand the implications and assess the appropriate degree of acceptable risk and take actions to minimize risk

Location

New Delhi, India

Travel

Based in New Delhi, but willing to travel up to 20% of the time, sometimes in emergency situations.

Term

2 years

- **How to Apply:**
- Candidates with a passion to work in the humanitarian sector and have the above qualifications and skills may apply to joinus@seedsindia.org with the subject "Lead Communication and Dissemination" in Delhi mentioning the current and expected salary. Women candidates are encouraged to apply, Visit us at www.seedsindia.org.

